

BRANDRESUMES'

7

SECRETS  
TO LAND YOUR  
DREAM  
JOB



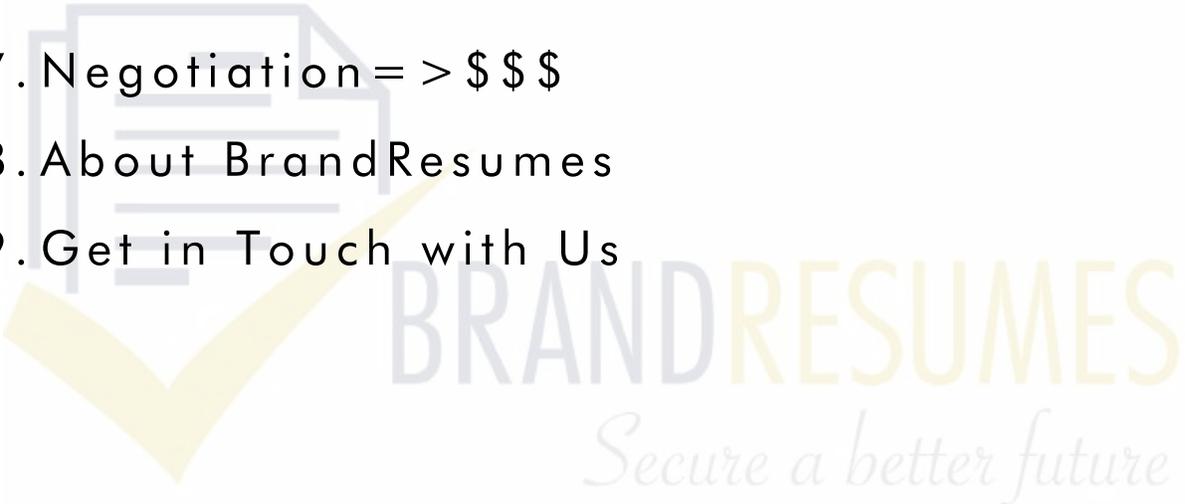
*How to Land Your Dream Job*

E-BOOK

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# THE PERFECT RESUME

## RESUME TIPS

Your resume is the most important part of your job application. It helps a recruiter understand your professional story. On average, a recruiter will only spend about six seconds to review a resume, which means you will only have six seconds to impress the recruiter with your professional story. While there are various resources to find tips for resumes, it can be difficult to know what works and what doesn't. At BrandResumes, we have compiled a list of do's and don'ts for resume writing:

1. **Don't** use fancy fonts and sizes
2. **Don't** have an objective sentence
3. **Don't** have a picture on your resume
4. **Do** tell the truth in your resume
5. **Do** use bullet points
6. **Do** use grammar check to avoid typos



**THE MOST VALUABLE OF ALL TALENTS IS THAT OF NEVER USING TWO WORDS WHEN ONE WILL DO.**

**-THOMAS JEFFERSON**

# 70%

## OF RESUMES

DON'T PASS THE ATS AND ARE NEVER SEEN BY AN ACTUAL HUMAN

Most resumes today are screened through a software program known as an [Application Tracking System \(ATS\)](#), which is a system that businesses use to automatically separate applicants. This process works by dividing applicants with certain qualifications for a job from those who do not meet those qualifications. Basically, ATS narrows down the pool of applicants and rejects any and all resumes that are deemed unfit for the position, which means they never even meet the eyes of hiring managers. To help you beat ATS, here are some tips:

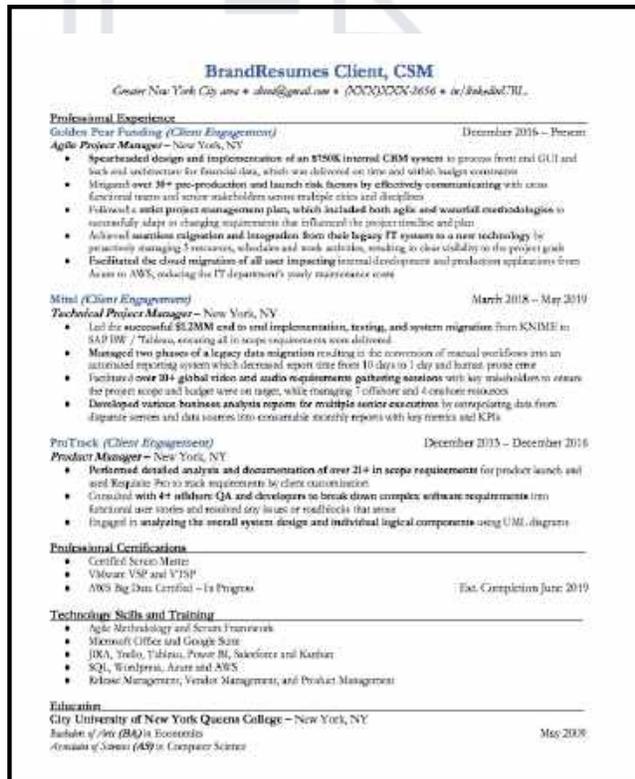
1. Do your keyword research and utilize keywords from job descriptions
2. Use standard resume templates
3. Write out acronyms
4. No headers or footers



## TYPES OF RESUMES

A **traditional resume** is the most common layout. It has a professional look and feels appropriate for various industries. Not to mention, this style resume is more likely to be ATS compatible and is effective when submitted online. Traditional resumes do not include text boxes, icons, or funky fonts. When applying to a job via a company website or job board, using a traditional resume is the most effective method.

**Modern resumes** are considered to be any resume that includes icons, text boxes, photos, non-traditional fonts, or any other solely visual aspect. For the majority of industries, this type of formatting is not recommended. They are less likely to be ATS optimized and are best suited for situations when you have a warm connection at a company and can send the resume via email.





## BREAKDOWN OF RESUME SECTIONS

### HEADER

It includes your name, address, phone number, "professional" email address, and has a LinkedIn URL with a simple format such as "in/firstname-lastname." Also include a line about your industry. For example, if you are in the Marketing field, include something like "Experienced Marketing Professional."

### PROFESSIONAL EXPERIENCE

For each experience you have, include 3-5 bullet points about things you have achieved during your time in that position. The main goal of this is to give an idea to the reader of the value proposition you can bring to their firm. Try to write this section as if you're writing an elevator pitch so keep it short but effective. Begin each sentence with an action verb.

### CERTIFICATIONS

Nowadays, you can acquire many certifications online and you should definitely include them in your resume if you already have them. This shows that you are a self learner and it verifies your technical knowledge on particular skills like social media or coding.

### SKILLS

Include all technical skills you possess. Try not to include any soft skills such as time management in this section.

### EDUCATION

The institution name, degree type, and year of completion should be included for all.

### LEADERSHIP (IF A RECENT GRAD OR COLLEGE STUDENT)

Title, organization name, and years active. If you don't have much professional experience, use this section to elaborate your achievements.

# RESUME

*Career Objectives:*

*Looking for challenges  
constantly upgrading*

## ACTION VERBS FOR RESUME

It's important to use strong verbs in your resume that showcase your capabilities. Below are verbs you can replace more commonly used verbs with:

### TEAM PLAYER

- Acknowledged
- Assimilated
- Blended
- Coalesced
- Collaborated
- Contributed
- Diversified
- Embraced
- Encouraged
- Energized
- Gathered
- Harmonized
- Ignited
- Joined
- Melded
- Merged
- Participated
- Partnered
- United
- Volunteered

### IMPROVED

- Boosted
- Converted
- Customized
- Grew
- Integrated
- Lifted
- Merged
- Overhauled
- Raised
- Redesigned
- Refined
- Remodeled
- Reorganized
- Restructured
- Revamped
- Saved
- Slashed
- Streamlined
- Strengthened
- Updated

### WORKED ON

- Arranged
- Compiled
- Composed
- Constructed
- Created
- Developed
- Engaged In
- Fashioned
- Forged
- Formulated
- Made
- Made Progress On
- Operated
- Organized
- Perfected
- Prepared
- Pursued
- Put Together
- Set Up
- Undertook

### CREATIVITY

- Altered
- Built
- Corrected
- Crafted
- Designed
- Determined
- Devised
- Drafted
- Enhanced
- Established
- Fashioned
- Fixed
- Initiated
- Invented
- Overhauled
- Patched
- Piloted
- Pioneered
- Rebuilt
- Resolved

## OPTIMIZE YOUR RESUME

One of the best ways to beat ATS is to optimize your resume according to the job you are applying for. The ATS will compare keywords from your resume to the keywords from the job description. Read the job description carefully and highlight the main keywords and make sure you include them in your resume. How can you know if your resume is optimized or not? There are various resources on the internet which will help you analyze your resume.

1. [Jobscan](#)
2. [ResumeWorded](#)
3. [Skillsyncer](#)
4. [RezScore](#)

# RESUME TEMPLATE

---

**Your Name**  
Contact Information

## Professional Experience

---

Company - Location

Date

*Title*

- Bullet
- Bullet
- Bullet
- Bullet
- Bullet

Company - Location

Date

*Title*

- Bullet
- Bullet
- Bullet
- Bullet
- Bullet

Company - Location

Date

*Title*

- Bullet
- Bullet
- Bullet

## Certifications

---

- Title, Organization - Active
- Title, Organization - Active
- Title, Organization - Expired

## Skills

---

- List technical, hard skills

## Education

---

**University Name** - Location  
Degree title and field of study

# JOB SEARCH

## ONLINE APPLICATION

The first step to landing your dream job is to find it! Looking for a job is a hectic process. There are various aspects you need to pay attention to for it to go smoothly. For example, editing your resume, reaching out to recruiters, looking through job boards, figuring out keywords, completing applications and personalizing cover letters are all steps that need to be completed before you can arrange your first interview. The easiest way to begin this process is by looking at job board sites. While there are many sites available, here are the top 5 job boards:

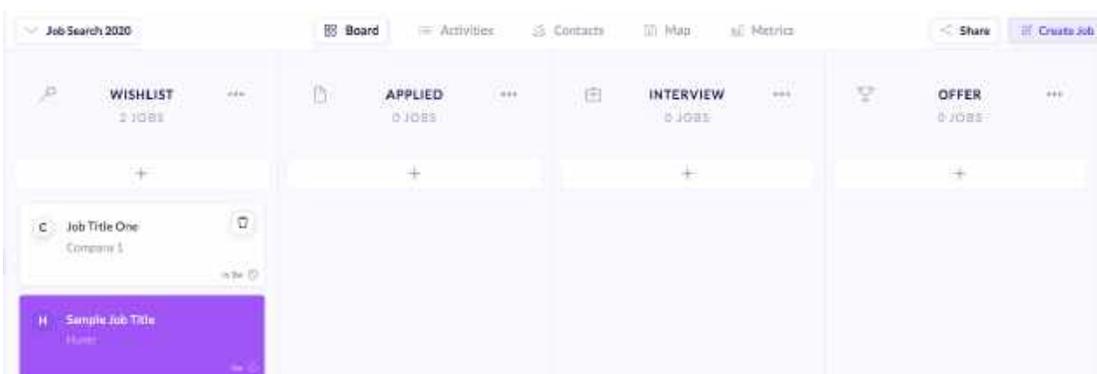
1. Indeed
2. LinkedIn
3. Ziprecruiter
4. Google for Jobs
5. Glassdoor



**Check out our list of the Top 50 Job Boards on our [blog](#)!**

When you start applying for multiple jobs on a variety of different sites, you might not remember where you applied and what position you applied for. A good way to keep track of all your job applications is to use Job Application Tracking tools like [Huntr](#).

Huntr also has a chrome extension where you can automatically save jobs to the application tracker from external sites. Huntr also allows you to use various features like adding contact information, using a map feature to track the locations of each job applied and some analytics to see your progress in numbers. Here is an example of what Huntr Job Application Tracking looks like



# JOB SEARCH

## WHEN IS THE RIGHT TIME TO APPLY?

Did you know that there are certain times of the year when it's the best time to apply for jobs? If you are looking for full time jobs, the best time to apply is January and February and the worst time is the end of the calendar year because people are most likely to be laid off in December. Thus, the hiring process slows down.



### EXCELLENT TIME TO APPLY



January and February

### GOOD TIME TO APPLY



March

### BAD TIME TO APPLY



June through August

### TRENDS TO CONSIDER



Most people are laid off in December, so hiring slows down



If you are a college student looking for internships, the best time to apply is February-March because that's when companies like to lock down their interns for the summer. Of course, the worst time to apply for an internship is May-June because that's when the interns enter their orientation phase.

### BEST TIME TO APPLY



February and March

### BAD TIME TO APPLY



May and June

### TRENDS TO CONSIDER



Fortune 500 companies tend to lockdown summer interns in September-November

# J O B S

## DIRECT APPLICATION TO RECRUITERS

In today's world, it's not about what you know, it's about who you know! So NETWORK, NETWORK, and NETWORK! Networking is the best way to set you apart from all other candidates as you can have your resume directly reviewed by the recruiters instead of ATS. LinkedIn is your best tool when it comes to networking, so make sure you have an optimized LinkedIn profile.

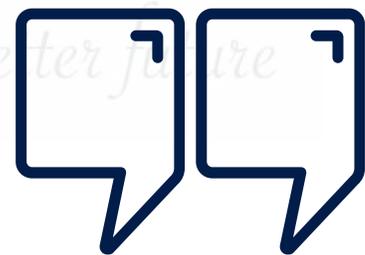


The best way to use LinkedIn is by [connecting with recruiters](#) and reaching out to them to find opportunities. When you do reach out to recruiters, make sure you have a few sentences about yourself highlighting your unique characteristics and skill set. You want to peak their interest and stand out from the competition so they will want to know more about you. Offer them some value and don't come across as desperate.



BRANDRESUMES

*Secure a better future*



**OPPORTUNITIES DON'T OFTEN COME ALONG.  
SO, WHEN THEY DO, YOU HAVE TO GRAB THEM.**

**-AUDREY HEPBURN**



# SEND COVER LETTERS!

## GO BEYOND YOUR RESUME

While your resume will help you to get your foot in the door when applying, your [cover letter](#) also has a huge impact on your application. It highlights your writing and communication skills and includes all of the small details, which you may be unable to fit in your one page resume. Although most of the time cover letters are optional, you should always submit one when applying.

When you choose to include a cover letter, it shows you will go the extra mile to do the job, and ultimately, it helps to separate you from other applicants. If you're still unconvinced, read [this article](#) to know why cover letters are still important. In order to write an effective cover letter, there are several small details you'll want to keep in mind such as:



## BE SPECIFIC

Writing cover letters is a time consuming process. To save time, you can always keep a template ready with bullet points about your experiences, which you can use for different cover letters for similar positions. In doing so, you'll be able to write a cover letter much faster than if you were writing it all down every time.

1

Go **beyond the resume** and let your personality shine through and include evidence of your work.

2

Always write a **custom cover letter** after analyzing the job description and what you can offer to them.

3

**Personalize** the letter by trying to find the person interviewing you. Use LinkedIn filters or a search tool to find the person hiring.

4

**Edit** it as much as possible to make sure you have no mistakes. It shows that you pay attention to detail.



**NEW JOB = NEW COVER LETTER**



**RESEARCH COMPANY = MORE PERSONALIZED LETTER**



**PROVIDE VALUE TO THE READER**

Hiring managers look for specific things in your cover letter. They want to see details about your interest in the industry. This opportunity is where you can show the hiring manager that you have done your research on the company and the company culture. Review it several times before submitting it to find any grammar or spelling mistakes.

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# OPTIMIZE YOUR LINKEDIN

## GO BEYOND YOUR RESUME

[LinkedIn](#) is one of the most popular platforms for job searching and career development. It is a platform where you can share your professional story. However, it takes a lot of work to have a perfect LinkedIn profile. Here are some tips to develop a professional and impressive LinkedIn profile:

**575+**  
**MILLION**  
ACTIVE USERS ON LINKEDIN  
AS OF 2020

**1** Take your time writing each of the sections and pay attention to details

**2** Have a custom URL: in your linkedin settings, you can edit the URL used to find your account. That way, when you publicize your profile on other platforms, it will be easier for users to find your exact account

**3** Use target job descriptions to take advantage of the LinkedIn search engine through keyword search of specific skills required in your field

**4** Add your best projects and work samples on your profile so people can see what you can actually do. It works almost as a verification of your skills

**95%**  
**OF RECRUITERS**

RELY ON LINKEDIN TO FIND  
BEST CANDIDATES





## BE SPECIFIC

Like any other form of social media, LinkedIn also lets you connect with people all over the world. Although it may not always be easy to network with someone you know little to nothing about, you may be able to learn a lot about them through their profile. To network on LinkedIn more effectively, follow these tips:

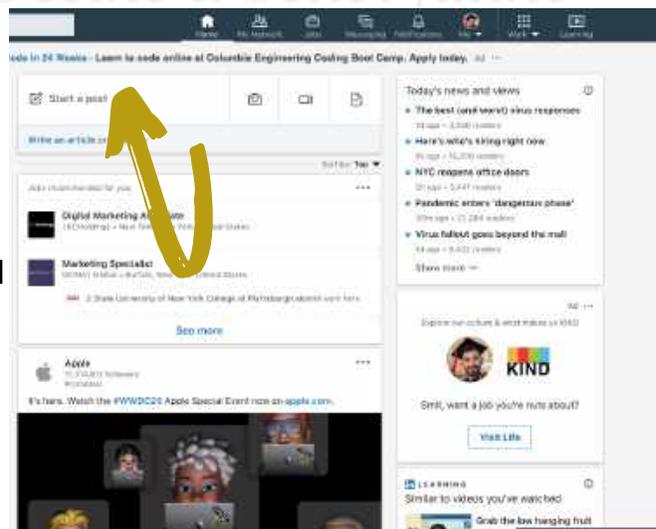


1 Personalize the connection request by adding a note on how you know that person, mentioning something you have in common, or offer them some kind of value

**200+**  
**CONVERSATIONS**  
HAPPEN IN LINKEDIN  
GROUPS IN A MINUTE

2 Join groups on LinkedIn. There are many alumni and professional networking groups where you can connect with people while learning from them about the industry. Actively contribute

3 Create engaging posts and use relevant hashtags to get more views to your profile. Give and get recommendations and endorsements on skills. Like and comment on posts made by your connections. Keep your account updated and consistent with your resume





# NAIL THE INTERVIEW!

## GO BEYOND YOUR RESUME

Yes, after making the perfect resume, cover letter and a LinkedIn profile, you still have to go through the interview process to actually land a job.

**Here are some things you need to prepare before the interview:**

1. Have your professional attire for the interview ironed and ready to go the day before
2. Research the company well and be ready to let the interviewer know how serious you are about the role
3. Ask a friend or colleague for a mock interview

**DRESS FOR THE JOB  
YOU WANT, NOT  
FOR THE JOB YOU  
HAVE**



**ONE IMPORTANT KEY TO SUCCESS IS SELF-CONFIDENCE. AN IMPORTANT KEY TO SELF CONFIDENCE IS PREPARATION.**

**-ARTHUR ASHE**

### Tell me about yourself?

Every interview has many common questions you should be prepared to answer. Here are some tips on how to prepare for common interview questions:

To answer, briefly tell the interviewer about these three topics

1. Who you are
2. Your career highlights
3. Why you are interested in this role/How your past experiences fit for the position





## S.T.A.R. Method

The S.T.A.R. Method is a great technique to help organize your thoughts so you can provide a comprehensive, clear answer to various questions during an interview. One of the more common types of interview questions that this method is highly effective for are behavioral based questions (e.g., "Tell me about a time you..."). When using this method, address the situation, task, action, and result for various scenarios. Here's the breakdown of the method

1. **Situation:** Begin by describing the scene and adding any contextual details of your answer
2. **Task:** Describe your role or responsibility within the situation
3. **Action:** Explain the steps you took within the situation to add to the question they are asking you
4. **Result:** Describe the outcomes of the situation, which resulted from your actions

## AN INTERVIEW IS A TWO WAY PROCESS:

INTERVIEWS ARE A GREAT OPPORTUNITY FOR YOU TO SEE IF THE JOB IS THE RIGHT FIT FOR YOU!

## INTERVIEWERS WANT TO KNOW THAT YOU HAVE DONE YOUR RESEARCH



### Questions to ask interviewer

- 1 Can you give me a snapshot of an average day on the job?
- 2 What do you personally love about the company and why?
- 3 How would you measure success in this role both short-term and long-term?
- 4 Does the company offer any internal or external opportunities for training and/or professional development?
- 5 What is your timeline for filling the role?





# NEGOTIATION = > \$\$\$

## THE DISCOMFORT IS WORTH IT

Negotiation may feel a little bit uncomfortable, but in the end it's worth it! It's often done after you have an offer letter. When you receive a job offer, you should be prepared to negotiate before you accept the offer because once you accept the offer, you lose your leverage over negotiation. However, negotiation is a difficult process, so here are some tips to keep in mind while negotiating:

### Research

Start your research before the interview by learning about salary ranges for your position on websites like PayScale, Glassdoor, LinkedIn Salary, and The Muse, but don't stop there. The best way to learn about a company is from its employees. Don't be afraid to ask the current employees if the salary is negotiable, what their salary range is, and if there's room for promotion. You should also do your research during the interview process to determine if it's the right choice for you in the first place.



### When to Negotiate?

Never start negotiating pay or benefits before you have received an offer as it might eliminate your candidacy. Negotiation should always start after you have received the offer. Once you have



the offer either verbal or written, show them your enthusiasm for the position. Then you can bring up negotiation and arrange a time to discuss the details in person or over a call.

## NEGOTIATION DOESN'T START UNTIL SOMEONE SAYS "NO"

### What to Negotiate?

Contrary to popular belief, you can negotiate much more than just your salary. Some examples include benefits, health insurance, paid leave, sick leave, bonuses, Paid Time Off (PTO), training and certification costs, remote work policy, travel, technology (laptop, mobile, tablets), flexible job schedule, commuter benefits, relocation expenses, and much more.



### No Demands, Just Questions

Make it feel like a win-win solution for both parties. Instead of making demands, asking questions like “can you accommodate \$5,000 more to the salary?” would look a lot better on your part. If you make demands right away, you’re already starting on bad terms.



### Be Ready to walk away

If the offer doesn’t meet the financial expectations most important to you, you might as well be better off without the job.

**33%**  
**OF AMERICANS**  
REPORT FEELING  
ANXIOUS ABOUT  
NEGOTIATING A RAISE

## **BRANDRESUMES SERVICES**

### SERVICES FOR JOB SEEKERS

- Professional Resume Writing
- Federal Resume Writing
- Military Transition Resume Writing
- Academic CV Writing
- LinkedIn Profile Optimization
- Resume Distribution
- Targeted Job Site Booster
- Interview Coaching
- Headshot Photography (NY, NJ, CT only)

### SERVICES FOR COMPANIES

- Outplacement Assistance
- Reduction in Force Consulting
- Diversity & Inclusion Consulting

### SERVICES FOR SCHOOLS & UNIVERSITIES

- Career Development Workshops
- Professional Development Seminars
- College Workshops



# ABOUT BRANDRESUMES

BrandResumes is an online professional resume writing and career advancement service for entry level graduates, mid career professionals, and executives across the U.S. We specialize in helping professionals land careers and full-time employment within Business, Information Technology, Marketing, Legal, Human Resources, Sales, Project Management, Entertainment, and Healthcare industries. No gimmicks or robots, only real humans and real results



## ABOUT THE FOUNDER



**BRANDON MITCHELL**  
CEO & FOUNDER



Brandon Mitchell is the Founder and CEO at BrandResumes.com, one of the fastest-growing career coaching firms in 2020. Over the past five years, Brandon has worked with thousands of job seekers from all walks of life and industries. Prior to launching the company, Brandon worked as a technology consultant for PwC, a global accounting and advisory powerhouse. He has been featured in Earn Your Leisure, The Squeeze, and Blapitalist for his career insights. Brandon holds a triple B.S in Finance, Economics, and Management Information Systems from The State University of New York at Plattsburgh.



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